



WXYZ

ORDER

Print Date 10/02/12

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Flight Dates 09/24/12-09/30/12

Contract / Revision 311954 /

Original Date / Revision
09/21/12 10/01/12

Advertiser The People Should Decide C

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product

DIBC2 Detroit Int. Bridge Co. 2012

Agency Com 15%

Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 924930

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	45	\$43,562.50	\$51,250.00	0.00	08/27/12	09/30/12	45	\$43,562.50	\$51,250.00
Totals	45	\$43,562.50	\$51,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WXYZ	09/24/12	09/27/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	1-11---	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/24/12	09/30/12	1-11---		3		\$800.00		0.00					
N 2	WXYZ	09/24/12	09/26/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1-1----	:30	2	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/24/12	09/30/12	1-1----		2		\$1,000.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WXYZ	09/24/12-09/30/12	M-F 11a-12n		11am-12pm M-F		M-W-----	:30	(\$1,000.00)		0.00	NM		
		Unresolved [per tg.....mt]													



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Contract / Revision

311954

Flight Dates 09/24/12-09/30/12

Hiatus Dates

Original Date / Revision 09/21/12/ 10/01/12

Order Sep 00:20:00

Advertiser The People Should Decide Product DIBC2 Detroit Int. Bridge Cc Estimate # 924930

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WXYZ	09/24/12	09/26/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1- 1- - - -	:30	2	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N 3	WXYZ	09/25/12	09/27/12	12-1pm M-F 12-1pm	CM	12-1pm	- 1- 1- - -	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1- 1- - -					2	\$1,000.00		0.00			
N 4	WXYZ	09/24/12	09/28/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111- -	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111- -					5	\$200.00		0.00			
N 5	WXYZ	09/24/12	09/28/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111- -	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111- -					5	\$700.00		0.00			
N 6	WXYZ	09/24/12	09/28/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111- -	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111- -					5	\$1,600.00		0.00			
N 7	WXYZ	09/29/12	09/29/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	- - - - - S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S-					1	\$500.00		0.00			
N 8	WXYZ	09/29/12	09/29/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - - S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S-					1	\$900.00		0.00			
N 9	WXYZ	09/29/12	09/29/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	- - - - - S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S-					1	\$900.00		0.00			
N 10	WXYZ	09/30/12	09/30/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	- - - - - S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S					1	\$900.00		0.00			
N 11	WXYZ	09/30/12	09/30/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	- - - - - S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S					1	\$900.00		0.00			
N 12	WXYZ	09/24/12	09/28/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111- -	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111- -					5	\$2,000.00		0.00			
N 13	WXYZ	09/24/12	09/28/12	7p News M-F 7-730p	CM	7-730pm M-F	11111- -	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111- -					5	\$2,000.00		0.00			
N 14	WXYZ	09/30/12	09/30/12	Early News Su Su 6-630p	CM	6-630pm Sun	- - - - - S	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S					1	\$1,400.00		0.00			
N 15	WXYZ	09/29/12	09/29/12		CM	1am-2am	- - - - - S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00



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Contract / Revision **311954** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 10/01/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 Detroit Int. Bridge Cc** Estimate # **924930**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SA 1a-2a											
				SA 1a-2a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$175.00		0.00			
N16	WXYZ	09/29/12	09/29/12	SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				Sa Greys											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$250.00		0.00			
N17	WXYZ	09/30/12	09/30/12	SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				SU 12a-1a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$250.00		0.00			
N18	WXYZ	09/30/12	09/30/12	SU 1a-2a	CM	1am-2am	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
				SU 1a-2a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$175.00		0.00			
N19	WXYZ	09/30/12	09/30/12	Sports Update 1130-12n	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
				SU 1130p-12a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$1,000.00		0.00			
N20	WXYZ	09/24/12	09/28/12	M-F 1135p-1205a	CM	1135pm-1205am	M--11--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1--11--					3	\$2,000.00		0.00			
													Totals	45	\$51,250.00